

ORDER



Orders
Order / Rev: 68671
Alt Order #: 09852606
Product Desc: FLIP PHILLIPS
Estimate: 3099
Flight Dates: 10/28/12 - 11/06/12
Original Date / Rev: 10/26/12 / 10/26/12
Order Type: GENERAL

WPTY - ABC24

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Strategic Media Placement
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Flip Phillips
Demographic: A35+
Product Codes: State Elections
Priority: P-3
Revenue Codes: AGY, GEN, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	2	\$100.00	\$85.00
10/29/12	11/06/12	28	\$1,760.00	\$1,496.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	2	\$100.00	\$85.00	0.00
November 2012	28	\$1,760.00	\$1,496.00	0.00
Totals	30	\$1,860.00	\$1,581.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WPTY - ABC24	5%	\$1,860.00
Market	100%	\$37,200.00

Competitive Share

	Share	Total
ELMT	0%	\$0.00
UNKWN	0%	\$0.00
WHBQ	19%	\$7,068.00
WLMT	0%	\$0.00
WMC	38%	\$14,136.00
WREG	38%	\$14,136.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WPTY	10/29/12	11/02/12	M-F 6a-7a News ABC 24 News at 6a	CM	6:00 AM-7:00 AM	MTWTF--	:30	5	\$40.00	P-4	0.00	NM	5	\$200.00
AM NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MTWTF-- 5 \$40.00 0.00															
E 2	WPTY	11/05/12	11/06/12	M-F 6a-7a News ABC 24 News at 6a	CM	6:00 AM-7:00 AM	MT-----	:30	2	\$40.00	P-4	0.00	NM	2	\$80.00
AM NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 MT----- 2 \$40.00 0.00															
E 3	WPTY	10/29/12	11/02/12	Good Morning America Good Morning America	CM	7:00 AM-9:00 AM	MTWTF--	:30	5	\$40.00	P-4	0.00	NM	5	\$200.00

Order / Rev: 68671
 Alt Order #: 09852606
 Flight Dates: 10/28/12 - 11/06/12

Advertiser: Flip Phillips
 Product Desc: FLIP PHILLIPS
 Estimate: 3099

WPTY - ABC24

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					5	\$40.00		0.00			
E 4	WPTY	11/05/12	11/06/12	Good Morning America	CM	7:00 AM-9:00 AM	MT-----	:30	2	\$40.00	P-4	0.00	NM	2	\$80.00
				Good Morning America											
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$40.00		0.00			
E 5	WPTY	10/29/12	11/02/12	M-F 10a-11a	CM	10:00 AM-11:00 AM	MTWTF--	:30	5	\$75.00	P-4	0.00	NM	5	\$375.00
				M-F 10a-11a											
VIEW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					5	\$75.00		0.00			
E 6	WPTY	11/05/12	11/06/12	M-F 10a-11a	CM	10:00 AM-11:00 AM	MT-----	:30	2	\$75.00	P-4	0.00	NM	2	\$150.00
				M-F 10a-11a											
VIEW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$75.00		0.00			
E 7	WPTY	11/03/12	11/03/12	Good Morning America	CM	7:00 AM-8:00 AM	-----S-	:30	1	\$25.00	P-4	0.00	NM	1	\$25.00
				Good Morning America											
SAT GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$25.00		0.00			
E 8	WPTY	10/28/12	10/28/12	Good Morning America	CM	7:00 AM-8:00 AM	-----S	:30	1	\$25.00	P-4	0.00	NM	1	\$25.00
				Good Morning America											
SUN GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$25.00		0.00			
E 9	WPTY	10/28/12	10/28/12	Su 5p-530p News	CM	5:00 PM-5:30 PM	-----S	:30	1	\$75.00	P-4	0.00	NM	1	\$75.00
				ABC 24 News at 5p											
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$75.00		0.00			
E 10	WPTY	10/29/12	11/02/12	M-F 10p-1035p	CM	10:00 PM-10:35 PM	MTWTF--	:30	3	\$150.00	P-4	0.00	NM	3	\$450.00
				ABC 24 News at 10p											
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					3	\$150.00		0.00			
E 11	WPTY	11/05/12	11/05/12	M-F 10p-1035p	CM	10:00 PM-10:35 PM	MT-----	:30	1	\$150.00	P-4	0.00	NM	1	\$150.00
				ABC 24 News at 10p											
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$150.00		0.00			
E 12	WPTY	10/29/12	11/02/12	M-F 11a-12p News	CM	11:00 AM-12:00 PM	MTWTF--	:30	2	\$25.00	P-4	0.00	NM	2	\$50.00
				ABC 24 News at 11am											
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					2	\$25.00		0.00			
													Totals	30	\$1,860.00

Rep Order# 9852606 Ver# 1 Status New
EC'd Yes

Traffic Order# 6687
Printed: 10/26/2012 8:27 AM
Last Received: 10/26/2012 8:27 AM
Showing Buylines: All Lines

2 of 3

Station WPTY-TV MEMPHIS, TN
Advertiser () POLITICAL
Product FLIP PHILLIPS
Estimate# 3099
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //3099
Flight Dates 10/28/2012 - 11/06/2012
Hiatus Weeks
Rep Firm
Sales Office () WASHINGTON
Salesperson () RYAN GORDON
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

FLIP PHILLIPS FOR MISSISSIPPI SUPREME COURT D-3 *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

**URGENT NEW POLITICAL ORDER
TTL=1680
PLEASE CONFIRM ASAP RYAN 10/26

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-F	6A-7A	AM NEWS	:30	\$40.00	10/29-11/02	5	1	5	\$200.00	
	2	M-TU	6A-7A	AM NEWS	:30	\$40.00	11/05-11/06	2	1	2	\$80.00	
	3	M-F	7A-9A	GMA	:30	\$40.00	10/29-11/02	5	1	5	\$200.00	
	4	M-TU	7A-9A	GMA	:30	\$40.00	11/05-11/06	2	1	2	\$80.00	
	5	M-F	10A-11A	VIEW	:30	\$75.00	10/29-11/02	5	1	5	\$375.00	
	6	M-TU	10A-11A	VIEW	:30	\$75.00	11/05-11/06	2	1	2	\$150.00	
	7	SA	7A-8A	SAT GMA	:30	\$25.00	11/03-11/03	1	1	1	\$25.00	
	8	SU	7A-8A	SUN GMA	:30	\$25.00	10/28-10/28	1	1	1	\$25.00	
	9	SU	5P-530P	EARLY NEWS	:30	\$75.00	10/28-10/28	1	1	1	\$75.00	
	10	M-F	10P-1035P	LATE NEWS	:30	\$150.00	10/29-11/02	3	1	3	\$450.00	

Rep Order# 9852606 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 10/26/2012 8:27 AM
Last Received: 10/26/2012 8:27 AM
Showing Buylines: All Lines

3 of 3

Station WPTV-TV MEMPHIS, TN
Advertiser () POLITICAL
Product FLIP PHILIPS
Estimate# 3099
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //3099
Flight Dates 10/28/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () RYAN GORDON
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M	10P-1035P	LATE NEWS	:30	\$150.00	11/05-11/05	1	1	1	\$150.00	
	12	M-F	11A-12P	NOON NEWS	:30	\$25.00	10/29-11/02	2	1	2	\$50.00	

---REPORT TOTALS---

Report Totals: 30 / \$1,860.00

---SALES MONTHLY TOTALS---

Oct 12: 2 / \$100.00 Nov 12: 28 / \$1,760.00

Sales Totals: 30 / \$1,860.00

Station Totals: 30 / \$1,860.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$37,200

CABL 0% UNKN 0% WHBQ 19%
WFTY 5% WPXX 0% WREG 38%

WLMT 0% WMC 38%

Books NOV12
Demos RA35+

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date:

I, STRATEGIC MEDIA PLACEMENT,

being/on behalf of: RICHARD T. PHILLIPS - Paid for by Friends of Richard "Flip" Phillips, a legally

qualified candidate of the REPUBLICAN political

party for the office of: MISSISSIPPI SUPREME COURT JUSTICE - DISTRICT 3, POSITION 3

in the GENERAL

election to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Richard "Flip" Phillips - P.O. BOX 62, Batesville, MS. 38606

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/3/12

Date


Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected


Signature

Laura Lovejoy
Printed Name

DOS
Title